



WCPO

ORDER

Print Date 10/22/12

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Flight Dates **10/24/12-11/06/12**

Contract / Revision **315440 /** **OH Mandel Kennedy Split**

Original Date / Revision Agency Com 15%

10/22/12 10/22/12 Billing Contact

Advertiser **Mandel-Kennedy/Republican**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **3010**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$4,607.00	\$5,420.00	0.00	10/01/12	10/28/12	9	\$4,607.00	\$5,420.00
November 2012	12	\$6,319.75	\$7,435.00	0.00	10/29/12	11/06/12	12	\$6,319.75	\$7,435.00
Totals	21	\$10,926.75	\$12,855.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WCPO	10/24/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	5	\$400.00	P-3	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--			1		\$400.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			2		\$400.00		0.00			
Week:		11/05/12	11/11/12	MT-----			1		\$400.00		0.00			
N 5	WCPO	10/24/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----			0		\$0.00		0.00			
Week:		10/29/12	11/04/12	-----S			1		\$375.00		0.00			



WCPO

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Contract / Revision 315440 Flight Dates 10/24/12-11/06/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser Mandel-Kennedy/Republic Product OH Mandel Kennedy Split Estimate # 3010

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WCPO	10/24/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 6	WCPO	10/24/12	11/06/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$800.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 7	WCPO	10/24/12	11/06/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$300.00	P-8	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$300.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					1	\$300.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 8	WCPO	10/24/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	4	\$900.00	P-3	0.00	NM	9	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					4	\$900.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					4	\$900.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$900.00		0.00			
N 9	WCPO	10/24/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$900.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 10	WCPO	10/24/12	11/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$160.00	P-8	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$160.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$160.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
Totals														21	\$12,855.00